

<b>Notice of References Cited</b>	Application/Control No. 10/783,323	Applicant(s)/Patent Under Reexamination KRUGER ET AL.	
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#### U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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	W	Brand choice, purchase incidence, and segmentation: An integrated modeling RE Bucklin, S Gupta - Journal of Marketing Research, 1992 - jstor.org
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

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